CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

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WILL PRACTISE, TEACH FIRE PREVENTION

Norm Reay Odeon BC Supervisor

Norm Reay has been appointed theatre supervisor in British Columbia for The Odeon Theatres (Canada) Limited. The announcement was made last week at the company's head office in Toronto by Frank H. Fisher, vice-president and general manager.

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UA To Supply SF Pay-TV With Feature Pictures

United Artists has signed with Subscription Television, Inc., Hollywood and San Francisco pay-TV system which started operations on July 17 by offering baseball, to supply motion picture feature films on an experimental and exploratory basis, it was announced by Arnold M. Picker, executive v-p at UA, and Sylvester L. Weaver, Jr., STI president.

THEATRES TO JOIN CHIEFS IN SAFETY CAMPAIGN

Although the total number of major fires in Canadian theatres numbered three in 1963, the total so far in 1964 is seven. A major theatre fire, according to the Dominion Fire Commissioner, is one with damage over $50,000. There were also a number of minor blazes so far this year, the latest being the one that occurred during the night at the Regent, Sudbury, a 20th Century Theatres unit, and caused it to close for a few days. In 1962, the last year reported on by the Dominion Fire Commissioner, there were 23 minor theatre fires.

Outside of the quality of the attraction what the theatres offer mainly are comfort and safety.

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Australians See Government Production Aid Coming

Implementation of recommendations made in the report on Australian film production by the government-appointed Senate Committee is being awaited. It was the opinion of a forum held during the recent Sydney Film Festival before an audience of 300 that Australia could have a flourishing film production industry within a few years if the recommendations were adopted.

Speakers included producer Lee Robinson, a recent visitor to Canada; Senator Vincent, chairman of the Senate Committee; producer John Kingsford-Smith; and film critic Sylvia Lawson.

The Senate Committee would place production on a quota basis with direct financial assistance up to 50 per cent of the cost of an approved production.

Canadians are awaiting Australian moves with interest. Ottawa has been considering appeals for support of Canadian feature production for some time.

Seven Arts Distributing Firm

Seven Arts Television-Theatrical Distributing Co. Ltd., Toronto, has been incorporated in Ontario with an authorized capital of 5,000 shares without par value.

Gov't Regulations For Cable Aug. 1

Cable television, in which Famous Players has a heavy investment, will have interim measures of control imposed by the Federal Government to insure effective Canadian ownership of outlets established in the future. The measures, to become effec-

(Continued on Page 3)

Rittenberg To Calgary

Larry Rittenberg, since last February Vancouver branch manager for IFD and AA, has been transferred to Calgary to head the two companies' exchange in that city. He succeeds Leonard Herberman, who resigned a couple of weeks ago to join Astral Films as manager of the Saint John exchange.

Ambitious Production Project Announced

"A project designed to place Toronto among the top centres of the world in the production of both TV and theatrical motion pictures" is a company incorporated in Ontario, Concept Productions Corp. Canada Ltd., according to its spokesman in the city, W. J. Bern, an authors' representative. It was Bern who interested Concept, which had its office on the Goldwyn lot in Hollywood, in moving it to Toronto, Maurice A. Krowitz, president, told the Canadian Film Weekly.

Krowitz, Chas. Ellis of Los Angeles, the company's financial adviser, and Arnold D. Vrono, its secretary - treasurer, answered questions about their plans in

(Continued on Page 2)

Ann Sothern In 'Syvia'

Ann Sothern has been signed to star with Carroll Baker and George Maharis in Paramount's Sylvia.

NFB To Mark 25th Anniversary

The National Film Board will mark its 25th anniversary with a reception on August 5, 1964 at its headquarters in Montreal. The reception will be followed by two days of forums and symposiums, the first of which will be opened with an address by Prof. Marshall McLuhan of Toronto. Leading figures in several creative fields will participate in the discussions.

MGM's 'Roses Are Blue'

Garson Kanin will write and direct MGM's Roses Are Blue.

Short Throws

KARLOVY VARY International Film Festival, held recently in Carlsbad, Czechoslovakia, was the 14th of its kind. Main award went to Jan Kadar and Elmer Klos' Defendants, about an embezzling construction manager. UA's The Best Man was second, mainly because of Henry Fonda's acting. Third was the Soviet film, The Living and the Dead, about the Soviet retreat in 1941. An acting award went to Jeanne Moreau for her work in France's The Diary of a Chambermaid.

CLASSIFIED Adult Entertainment by the Ontario Censor Board recently were Best Man, Black Sabbath, Damaged Goods, Evil of Frankenstein, Nightmare, Nothing But the Best, Stork Talk, The Thin Red Line and Zulu. Among those classified as Restricted were The Empty Canvas, La Bonne Soupe and Violent Midnight.

NOTES: Milton Platt is now general sales manager for the Continental Distributing Division of the USA's Walter Reade-Sterling, Inc., it was announced by Irving Wormser, president. He's been acting g.s.m. since last April . . . **General Sound** & Theatre Equipment Co. Ltd., a Famous Players subsidiary headed by Lloyd Pearson, is repre-

(Continued on Page 6)

Chasman Appointed Aide To D. V. Picker At UA

David Chasman has been named executive assistant to David V. Picker, vice-president of United Artists, it was announced in New York by the latter. Chasman, who joined UA in 1960, was UA's executive director of advertising and will continue to function as a consultant to the ad department. He was an ad agency man before joining UA.

Circuits' Costly Spruce-Up Plans

Famous Players and The Odeon Theatres (Canada) Ltd. are moving right along with their renovation programs. Famous Players will spend $185,000 renovating the Capitol, Winnipeg, which will have a reduced seating capacity, and about a dozen other such theatre jobs are under consideration. Odeon is spending $750,000 in the Vancouver area for changes to the Totem, Paradise, Odeon, Park, Circle, Dunbar and Varsity, as well as the Odeon and the drive-in in New Westminster.

Film Weekly

Incorporating the
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PROD'N PROJECT

(Continued from Page 1)

the company's new offices at 159 Bay St.

Why Toronto for their operations? Availability of facilities and competent basic personnel, financing "if we need it" and enthusiasm for the making of features here. Did they bring money with them or will they raise it here? Some they brought with them and some they'll raise here. Will there be a public issue of stock? They don't think so "but there is no reason to discuss the financial end at this time."

Their legal counsel is Joseph Sedgwick, QC, and Robert Sedgewick handled the papers of incorporation.

Concept, Krowitz said, acts as a distributor for the films of Cine Universal, New York and International Culture Films, Bonn. Subsidiaries of Concept are Valor 9 Productions and Adpro Productions, the latter being a radio and TV packaging setup. Also Concept Music Publishers (Ascap) and Gerald Music (BMI).

Among the properties it has optioned are Hunter's Horn, by Jack Jacobs, a 1949 novel from Doubleday; Uprising at Twin Peaks, by J. Terence Read and Robt. Frederick; and The Lowly Spinach, by John Bright.

Krowitz suggested that Concept might require the facilities of the Lakeshore Studios of Canadian Film Industries and those of Toronto International Film Studios.

A press conference was held at the company's offices last week.

MGM's 'Young Cassidy'

Julie Christie has been signed by MGM to star opposite Rod Taylor in Young Cassidy, now shooting on location in Ireland with John Ford directing.

WANTED

Canadian production company wants executive and promotional personnel immediately.

Write Box 23
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175 Bloor St. E., Toronto 5, Ont.

Fire Prevention

(Continued from Page 1)

There was a time when safety was a more important factor than comfort in the public mind. But many years of assurance of fire safety by theatre managements and the proof of it has caused the public to take safety for granted. That is what theatre people have tried to establish in the public mind and they have succeeded.

However, theatre people don't dare take fire safety for granted. They must exercise vigilance daily in suggested ways and add a little extra caution on their own.

More is expected from the industry than safety accomplishments for itself. It is expected to help preach fire safety to the public in its theatres. Famous Players, for instance, has agreed to work toward Fire Prevention Week in October in co-operation with the Association of Fire Chiefs. Managers will tie up locally with fire brigades to plant the safety message deep in the minds of the citizenry.

Says the most recent annual report of the Fire Prevention Branch of the Department of Public Works, as prepared by R. A. W. Switzer, Dominion Fire Commissioner:

"Particular attention should be directed to fire safety in the home as the records show that about 75 per cent of all fires and about 75 per cent of all fire deaths occur in homes and other residential properties. This can best be accomplished by a concentrated fire safety education program designed to reach as many persons as possible. This program should include fire inspections, public lectures and demonstrations, and publicity activities."

Famous Players, through Fred Morley's insurance department, distributes booklets about fire prevention. One, Your Guide to Safety as a Theatre Employee, is thoroughly detailed in matters of inspection procedure. Other booklets are of a more general nature. A valuable booklet is Panic and Its Control, by Walter Cutter, Center of Safety Education, NY University.

The better the fire experience from a standpoint of fewer blazes, the better for the theatre and its owners—a low-loss ratio brings lower insurance rates.

Managers are urged to do their duty with thoroughness so as to arrive at a maximum of safety for their patrons. One serious fire involving patrons and years of building confidence are lost. They are also urged to join in public education campaigns, so that their patrons avoid carelessness through a realization of potential danger to themselves and others.

WB's 'The Lonely Street'

Warner Bros. has acquired Harry Essex' The Lonely Street.

SEVEN ARTS MEETS IN TORONTO

Louis Chesler, who founded Seven Arts Productions Ltd. in 1957 in Toronto as Donnell & Mudge Ltd. and who recently resigned as chairman of the board, was paid a tribute at the recent annual meeting in Toronto as he prepared to separate himself from it entirely.

A shareholder suggested to Eliot Hyman, president of the company and chairman of the meeting, that Chesler be thanked and the latter referred the matter to David Lubart of New York, a Seven Arts lawyer, who said: "I am sure that we are all grateful to Mr. Chesler for his part in founding this company. We all express our thanks to him."

Vince Egan, in The Globe & Mail, Toronto, reported "an awkward moment" when the suggestion was made and "some chuckling by others seated at the directors' table" when it was carried out.

Chesler has agreed that the $7,645,000 debentures held by him will be redeemed and not converted into common stock and Seven Arts will sell its 495,000 shares in Grand Bahama Development Co. of Freeport, Grand Bahamas, to Chesler, who will pay $6,548,220. Chesler is president of Grand Bahama Development. The redemption of the debentures will help Chesler pay for the stock. They are worth $7.50 a share in U.S. funds but Seven Arts paid $10 for each in 1961, with objections made to the purchase by a group of stockholders.

Chesler did not stand for re-election to the board and is disposing of his 150,000 shares of Seven Arts, with Allen & Co. of New York agreeing to take 65,000 of the shares at $10 each and, under a private agreement, reselling some at cost to Eliot Hyman. Seven Arts is now renegotiating $20,000,000 in loans for its various companies from a group led by the First National Bank of Boston.

Chesler, who has been in Durham, NC, for several months looking to his health, will devote himself to the development of Freeport, which has gambling and is a half-hour from Miami by air. Frank Strean of Toronto operates Grand Bahamas Industries on Freeport.

Meanwhile Seven Arts is marching ahead in the motion picture production field, financing many productions which are distributed by the leading companies.

News Clips

It is reported that La Terre a Boire, a Quebec-made feature film produced by Paul Bernier which stars Pauline Bernier, will be premiered in Montreal early in autumn . . . The 299-seat Little Fox Theatre on Bleeker St. in New York's Greenwich Village has been refurbished by Bernard L. Sackett of Philadelphia and plays silent films. It reopened on July 29 with a program called Nickelodeon Nights. Aimed at recapturing the early days of the movies, it offers illustrated songs for group singing, advertising slides for panaceas and horseless carriages—all in the decor of 40 years ago . . . Clarence the Cross-Eyed Lion is the second feature on Ivan Tors' four-feature schedule for MGM . . . Toronto CBC announcer Frank Stalley has gone to Ottawa as executive assistant to Charles Jennings, g.m. of regional broadcasting for the CBC.

Universal Pictures will offer a two-and-a-quarter hour tour of the studio beginning July 15. Five such tours daily will accommodate 350 tourists at $2.50 per adult and $1.25 per juvenile. Tourists will get a 30-minute breather in Visitors Village, now under construction . . . Jack Atlas, head of Columbia's trailers' department, has been appointed to the new post of West Coast advertising co-ordinator, and John Thompson, Mid-West exploitation supervisor, goes into the newly-created position of studio exploitation manager under John C. Flinn, head of the studio publicity and advertising department, it was announced by Robert S. Ferguson, vice-president in charge of publicity and advertising.

Walt Disney will be presented with the Presidential Medal of Freedom by President Lyndon Johnson in the White House in September. "This is the highest civil honor conferred by the President of the United States for service in peacetime," President Johnson wired Disney, whose father was a Canadian... Nat D. Fellman has been appointed acting general manager of Stanley Warner theatres, filling the post made vacant by the death of Harry M. Kalmine . . . Al Finestone, formerly editor of The Film Daily, is now New York manager for The Hollywood Reporter . . . Billy Butlin, one-time Canadian resident and a Past Chief Barker of the Variety Club of London, is now known as Sir Billy Butlin. The 62-year-old holiday-camp mogul knelt before the Queen, after being announced by Home Secretary Henry Brooke, and rose as a knight.

CABLE TV

(Continued from Page 1)

tive August 1, were announced by the Hon. J. W. Pickersgill, Minister of Transport, in the House of Commons. At the same time the Board of Transport lifted a freeze on new outlets imposed last December and applications are being considered on their individual merits.

Pickersgill said that the Government wasn't interested in regulation for the sake of regulation or purely to see that Cable TV didn't fall under foreign control but also to prevent it from making an existing TV station uneconomical or inhibit the establishment of new broadcasting stations. The Board of Broadcast Governors, with authority over Cable TV, will be able to regulate the nature and content of the programs it carries — just as it does in free TV.

The Board of Transport will hold hearings after it gets the approval of Parliament, since there is some question as to whether the BBG has the legal right to hold them on Cable TV.

Famous Players, which is a partner in several free TV stations, is interested in 11 Cable TV setups. Nine are in the east, one in Saskatchewan and one in BC. It is developing systems, in association with others, in Lethbridge, Medicine Hat, Brandon and Winnipeg. All but three of the systems are operating at a profit and it expects to add 10,000 subscribers to its present 60,000 by the end of 1964. It owns the Hamilton and Toronto systems 100 per cent and its other holdings range between 25 per cent to 59 per cent. Famous Players also operates Telemeter in the Pay-TV field and offers theatre TV in 10 theatres during the hockey season.

Pickersgill proposes that no licences be issued to companies which have more than 25 per cent of their stock held by non-Canadians or non-Canadian interests, which disqualifies Famous Players, of which Paramount holds 51 per cent. However, licences granted before the 75 per cent rule becomes law, or another requiring the president and two-thirds of the directors to be Canadian citizens, will be left as they are. Thus Famous Players will not be able to buy more than 25 per cent of new CATV companies. Also any licences issued between April 1 and August 1, 1964, will be honored, regardless of the new regulations. Applications received prior to July 23, 1964, will also be considered.

To Star In 'Nevada Smith'

Steve McQueen has been signed to portray the title role in Paramount - Embassy's Nevada Smith, follow-up to The Carpetbaggers.

ON THE SQUARE

By HYE BOSSIN

GRAHAM GORDON is finishing up his Toronto-made feature, **Roses in December,** in which USA actor Lee Wharton stars, for September release. Gerald Pratley, CBC film critic, has a minor role as a priest. You'll spot plenty of your friends — and Graham's —in the film . . . **Duff and Cobb** no longer the local **Variety** muggs? . . . **Westall Parr,** Montreal publisher, will issue a Canadian cinema magazine, **Look and Listen,** in time for the Montreal Festival. And what's this about the Festival turning down Richard Ballentyne's controversial Pearson film as being submitted too late? . . . **Stan Helleur,** who is flacking the CNE Grandstand Show again, is now the official publicity rep for Ed Mirvish's Royal Alexandra Theatre . . . **There's** a 12-foot totem pole against a house at 138 Glencairn . . . **A recent** 5 a.m. mattress fire emptied a 10-storey downtown hotel and filled the street with guests in night attire for an hour — but not one reporter, press photographer or TV newsreeler showed up and there was only one mention of it, that on radio. How's that for wideawake reporting? . . . **Ned Hill,** who operates the Richmond in Richmond Hill, near Toronto, is building a 53-suite motel around the theatre . . . **The National Youth Orchestra** is one of the glories of Canada today. Its O'Keefe concert was a turnaway sellout, making the NYO past prexy, Jack Bernstein, IFD g.s.m., very happy. IFD's publicity director, Pat Taylor, acted as NYO booster. "Taylor people help out a lot," someone observed. "Taylor people" do indeed.

WHEN A BAWDY Meets a Bawdy Comin' Thro' the Wry, they're probably a couple of characters in our Stratford's newest theatrical triumph, **Lady Wycherley's Lover.** O, pardon me, I meant to write Wm. Wycherley's **The Country Wife.** This old-time tale of London's cheating wives and always-ready lovers, directed by Michael Langham, ranges from roarious to uproarious throughout and only **King Lear,** in which John Colicos also stars under Langham's guidance, wins a greater audience salute this season on the Avon's banks. The sound of loud and almost unbroken laughter must surely keep the swans from sleeping until after midnight. Helen Burns, as a simple country wife caught up in the involved city life of lechers of both sexes, is earthy and winning. Her ingenuous ways are almost too much for the ingenious ones of Mr. Horner, an arch-rake played by Colicos, who circulates the rumor that he is impotent in order to lull the husbands whose wives he desires. Amelia Hall is good as a woman who cannot convince her foolish fop of a fiance, played excellently by Wm. Hutt, that his best friend is making passes at her. All in all a thoroughly enjoyable effort . . . **After the opening** we went over to The Black Swan to hear Dave Broadfoot prove that he deserves a shot on The Big Time as a humorous commentator on things as they are. Dick Newman, Bill Webster and Burke Martin of the **London Free Press** were on hand to hear Dave open in such great style, as were many who had attended the performances in the Festival and the Avon theatres earlier. Judging by the number of press people on hand, Dave's opening was something of an event.

SORRY TO HEAR that Peter Burnup, former film critic of London's **News of the World** and London editor for Quigley Publications, passed on at 74, less than a year after his retirement. I spent some time with Peter during the Variety convention in London in 1958. He was married to the widow of J. D. Williams, a great force in the film world of the silent days. Williams had spent some years as an exhibitor in Vancouver and I wrote some questions about those days that he promised to have Mrs. Hope Williams Burnup answer. Apparently she never got around to them. Too bad; I could use that information today. I know that from Vancouver Williams went to Australia, where he built 1,200-seat theatres — the world's largest at the time. He operated in Britain and the USA later and he distributed **The Viking,** a feature talkie about a sealing ship. The film was financed by the Grenfell Foundation, which supported the work of the Labrador medical missionary, Dr. Wilfred Grenfell, to—as he wrote in **Forty Years in Labrador**—"go out all over the world to show some of the public the hardships of our people's lives." Mrs. Burnup, who managed Quigley's London office, retired with her husband and survives him . . . **Art Cauley,** former Famous Players manager, is just about due out of the Peterborough hospital, where his broken hip has been mending . . . **In our banner story** last week about women in the Canadian motion picture industry we overlooked Sophie Allen, widow of I. H. (Izzy) Allen. She's the only woman president of a film distribution company, this one being Astral Films, which was founded by the much-loved Izzy.

JACQUES MARTIN

With The Odeon Theatres (Canada) Ltd. since 1948 and manager of its Odeon Mercier in Montreal for the past 12 years, he has been named promotion and advertising manager for Quebec for the circuit.

REAY PROMOTED

(Continued from Page 1)

"The promotion of Norman Reay to this important post is both a happy and sad occasion," said Fisher. "We are pleased we are able to recognize his long effective service to the company, but at the same time, we are saddened that it is made possible through the passing of another of our veteran showmen."

The position to be filled by Reay became vacant following the recent passing of K. Earle Hayter. His sudden death from heart failure came as a great shock to his associates at Odeon Theatres, where he had served for more than 20 years.

Reay, 41, joined Odeon Theatres in 1946 when he was discharged from the RCAF. The Air Force veteran began his service with the company as theatre manager in Ladysmith, BC. He subsequently was based at various Vancouver theatres in that capacity. For a period he was chief booker at the district office.

For the last six years, Reay has managed the Odeon Drive-In Theatre in Vernon, BC, which he opened for the company and has since operated with outstanding success. He will take up his new duties in Vancouver under G. A. Sutherland, district manager, as soon as the new supervisor for the Vernon theatre is named to succeed him.

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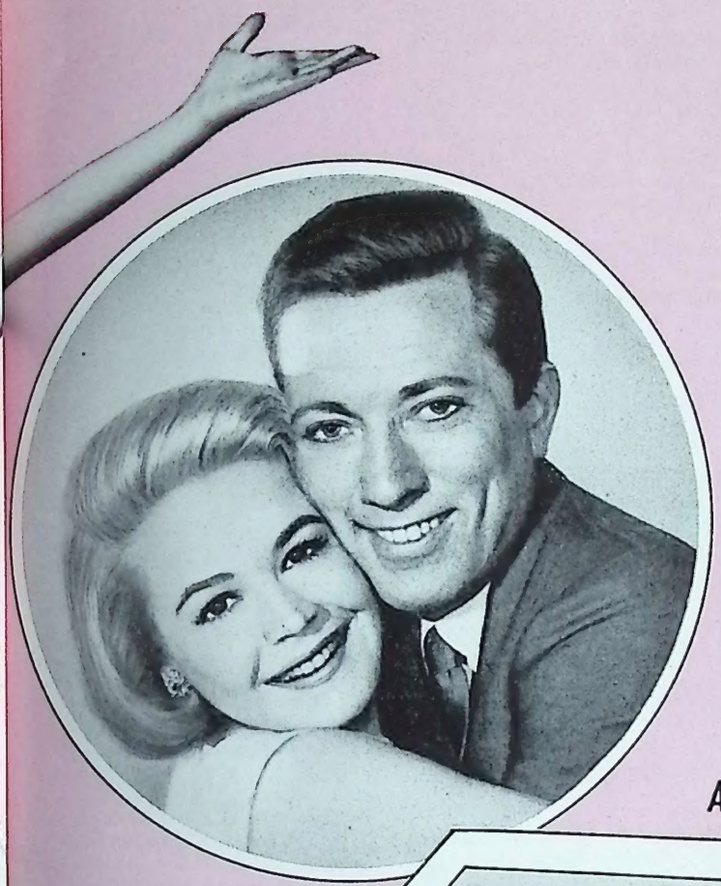

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THE ENTERTAINMENT CENTER OF THE WORLD
UNIVERSAL CITY STUDIOS

SUMMER! COMING IN AUGUST!

Review

MARNIE

with 'Tippi' Hedren, Sean Connery, Diane Baker.

Empire-Universal (Technicolor) 129 Mins.

A SUSPENSE MYSTERY DONE IN HITCHCOCK STYLE. NERVE-TINGLING. GOOD BOXOFFICE PROSPECTS. SMART CAST.

That granddaddy of the suspense thriller, Alfred Hitchcock, is again tantalizing and toying with us, this time in a sex suspense mystery with Freudian overtones. This Hitchcock production is framed in Technicolor and has the resourceful production qualities that one expects of him. Heading the cast are 'Tippi' Hedren, introduced by Hitchcock in The Birds, and that urbanely rugged Scotsman of the James Bond thrillers, Sean Connery.

As a Hitchcock adventure, the picture rates well with its predecessors. There is every reason to expect strong grosses with it.

The film, based on a novel by Winston Graham, adapted for the screen by Jay Presson Allen, centres on a pretty young lady who is a compulsive thief and cannot stand being touched by men. One wonders why, and that's what the adventure sets out to discover.

Somehow Connery falls in love with Miss Hedren and marries her even though he realizes she is a thief and a liar. Behind his urbanity lurk the instincts of a hunter, and in Miss Hedren he finds the primitive fascination that promises excitement.

No sooner does Miss Hedren get an office job than she ferrets out the combination to the safe and loots it. Connery is bent on unraveling the psychological mystery of her behavior. The trail to discovery is a tortuous one that winds along an ancestral estate in the country and tosses out some beautiful hunting sequences.

The photography of Robert Burks and the musical composition of Bernard Herrmann are striking.

Both Miss Hedren and Connery turn in smooth, professionally competent performances. Excellent support is provided by Martin Gabel, Diane Baker and Alan Napier.

CAST: 'Tippi' Hedren, Sean Connery, Diane Baker, Martin Gabel, Louise Latham, Bob Sweeney, Milton Selzer, Mariette Hartley, Alan Napier.

CREDITS: An Alfred Hitchcock production; Directed by Alfred Hitchcock; Screenplay by Jay Presson Allen, from the novel by Winston Graham; Photography, Robert Burks.

(From The Film Daily, NY)

John J. Daly Enterprises

John J. Daly Enterprises Ltd., Ottawa, has been incorporated in Ontario by John James Daly, radio station manager, and Teresa Mary Daly, housewife. Objects are to operate in the radio-and-TV station field and related activities directly and indirectly.

Short Throws

(Continued from Page 1)

senting Ameco of Phoenix, Arizona in the Canadian sale of transistorized cable equipment for community antenna television and is working out an arrangement with Canada Wire & Cable Co. to handle its complete line of CATV coaxial cable . . . **All Famous Players** employees who have been with the company for 12 years will henceforth be entitled to an extra week's vacation . . . **Gevaert** Photo-Production N.V. of Belgium, which is represented in Canada by Photo Importing Agencies Ltd., Toronto, has merged with Agfa AG. of West Germany into a single economic unit and Photo Importing will represent this combine, says Frank Tate, sales representative for its professional cine film... **Services** were held in Toronto recently for Mrs. Bella Solway, mother of Jerry Solway, general manager of Astral Films.

JOHN EDWARD GEE, known as "Teddy" in the trade, died in the Belmont Home, Toronto, at the age of 89 last week. Born in Leek, North Staffordshire, England, he started in the Regent in 1919 and spent his entire career with Famous Players. He was at the Uptown and Shea's and retired in 1949 while at the latter house. He was a favorite at gatherings of the Canadian Picture Pioneers.

JUDGES for the Second Festival of Canadian Films, which will be part of the Montreal International Film Festival, include Ian Cameron, English critic; Saul Bass, USA film-maker; Ross MacLean, Toronto TV producer; and Gilles Heneault, Canadian poet. A judge each from Italy, France and another from Canada are still to be named. The Festival will run from August 7 to 13.

PAY-TV PROJECTS will be in operation in Miami, Dallas, Atlanta and Houston by the fall of 1965, with each aiming at a minimum of 75,000 subscribers. All will have franchises from Telemeter, which is also considering applications from other areas, as well as New York. The systems do not require the permission of the Federal Communications Commission, since they will use wired circuits. Subscription TeleVision Inc.'s project, which began recently by telecasting the Los Angeles baseball games, is progressing satisfactorily, according to Sylvester L. Weaver, former NBC board chairman. The over-the-air Pay-TV experiment conducted by RKO General-Phonevision in Hartford, now over two years old, still has an uncertain future. Leslie Winik, president of International Telemeter, through which Famous Players' subsidiary, Trans Canada Telemeter, has held the Etobicoke-Toronto franchise for over three years, said: "We have completed our testing. Now we can branch out."

A'GIN THE GRAIN, a 22½ minute 16 mm. black-and-white documentary about ways of preparing for technological advances in farming, has been completed by Palmar Productions, Keswick, Ont. Written, produced, directed and almost completely photographed by Mrs. Mary Walker, president of Palmar, A'gin the Grain will have 500 of its 1,200 planned showings in Canada, she says, and it is the first of six parts. She states also that she has purchased seven acres at Keswick for the erection of studios to be used in the making of 20 projected features.

HOME GAMES of the Chicago Bears will be shown at Balaban & Katz' Uptown Theatre, which has 4,400 seats, with five scheduled for it exclusively, and two others, with Los Angeles and Detroit, to be offered also in the 5,000-seat Crown Theatre. Tickets are $5 and are already on sale to season subscribers. "Within the foreseeable future, there will be no free baseball or football games, fights, horse races or golf tournaments on home TV," wrote Red Smith in his NY Herald-Tribune column. "They'll be telecast, but viewers will have to pay for them, as they should. Nobody ever promised the public free entertainment except the firms selling television sets."

THE DAMNED, produced by Britain's Joseph Losey, was awarded the Critic's Prize at the second International Science Fiction Film Festival at Trieste, Italy. Twenty films from nine countries were shown.

EARLE HAYTER, whose death in Vancouver at 61 was reported last week, was a unit man for Fox in 1920. Later he managed the Vancouver United Artists branch. When sound came in he joined the late R. J. (Jake) Dawson in the operation of the Maple Leaf, later the Plaza. "Of a quiet but exceedingly outgoing nature, he was beloved of all he came in contact with, being particularly noted for never having a harsh word about any man, and with an eye for the better attributes of everyone," wrote an old friend, J. F. (Jimmy) Davie. Pallbearers were Gerry Sutherland, Harry Howard, Nat Levant, Frank Marshall, Bob Kelly and Marvin Thoreau.

Review

ROBIN AND THE 7 HOODS

with Frank Sinatra, Dean Martin, Sammy Davis, Jr., Peter Falk.

(Technicolor-Panavision)

Warner Bros. 103 1/4in.

STRONG POPULAR APPEAL.

It's a swinging new Robin Hood, not bounding through Sherwood Forest, but operating in a Chicago gangland setting, circa 1928, that is presented here. Warner Bros. has packaged the farce along smart commercial lines. Frank Sinatra is seen as the lowdown bigshot with Dean Martin and Sammy Davis, Jr. as his lieutenants. The film also returns to the screen Bing Crosby as the man who runs the philanthropic enterprises of Sinatra. Songs and dances whiz like bullets throughout the proceedings.

The film, which Sinatra produced, is set off handsomely in Tecnicolor and Panavision. Barbara Rush has the feminine lead, and dolls flounce in and out.

By every indication the picture should go over big at the box-office. The story, which runs 103 minutes, is loose at times and could have been more effective through tightening.

Edward G. Robinson is seen briefly at the picture's beginning as the city's No. 1 hoodlum. At a party in his honor all sing For He's a Jolly Good Fellow and then bump him off. Now there is a battle for his domain between Sinatra and Peter Falk, with hoods divided on both sides.

Fighting and shooting goes on. Clever imaginative touches run throughout the picture such as the quick, emergency changing of a gambling salon into a church. Gordon Douglas directed at a fast and funny pace.

The photography, playfully recreating the bygone scene, is very good under the direction of William H. Daniels, also associate producer. The music was smoothly scored and conducted by Nelson Riddle and new songs by Sammy Cahn and James Van Heusen are quite clever.

CAST: Frank Sinatra, Dean Martin, Sammy Davis, Jr., Peter Falk, Barbara Rush, Victor Buono, Bing Crosby, Edward G. Robinson, Hank Henry, Allen Jenkins, Jack LaRue, Robert Foulk.

CREDITS: Produced by Frank Sinatra; Directed by Gordon Douglas; Written by David R. Schwartz; Director of photography and associate producer, William H. Daniels.

(From The Film Daily, NY)

Hock UA Ad Director

Mort Hock has been appointed United Artists' director of advertising at the home office, New York, it was announced by Fred Goldberg, UA vice-president. Hock, a native New Yorker, came to UA in 1962 from Paramount. He had earlier been an ad agency executive in charge of theatrical accounts.

Review

THE LONG SHIPS

with Richard Widmark, Sidney Poitier, Russ Tamblyn.

(Technicolor-Technirama)

Columbia 125 Mins.

A robust, romantic drama of Viking adventure and the search for a fabled golden bell, The Long Ships is put together from beginning to end of its 125 minutes for popular appeal. The formulas are all there. Conflict, romance, action, and spectacles on land and sea run through the picture. Searching for a legendary treasure, men voyage into the jaws of death. If one looks closely he can also see tongue-in-cheek.

This Irving Allen production is handsomely mounted in Technicolor and Technirama 70. Heading the cast are Richard Widmark, a seafaring adventurer and liar extraordinaire, and Academy-Award winner Sidney Poitier, a Moorish Shiek. The two become rivals in search for the long-lost golden bell of St. James, known as the Mother of Voices, and therein lies a tale.

Between sequences of combat and adventure there are moments of comedy. There is an eye-filling bacchanalian revel and then there is a vast and horrible torture machine.

Both Poitier and Widmark handle their role with fine professional skill. Others making effective contributions are Russ Tamblyn, Widmark's younger brother; Oscar Homolka, their bibulous father. The two main feminine roles are held by the well-sculptured Rosanna Schiaffino, wife of Poitier who enjoys the embraces of Widmark; and Beba Loncar, a Viking princess forced to accompany the seabooters on their voyage.

Jack Cardiff directed the Warwick-Avala production at a lively pace. The photography directed by Christopher Challis is especially good in the outdoor action sequences. Music composed by Dusan Radic blends with the moods skillfully. The screenplay is by Berkely Mather and Beverley Cross.

CAST: Richard Widmark, Sidney Poitier, Russ Tamblyn, Rosanna Schiaffino, Oscar Homolka, Edward Judd, Lionel Jeffries, Beba Loncar.

CREDITS: Produced by Irving Allen; Directed by Jack Cardiff; Screenplay by Berkely Mather and Beverley Cross, based on the novel by Frans Bengtsson; Director of photography, Christopher Challis.

(From The Film Daily, NY)

Segall Scores 'Coffey'

Bernardo Segall, pianist and composer, is scoring The Luck of Ginger Coffey, a feature produced from the Brian Moore novel in Montreal by Roth-Kerschner and Walter Reade-Sterling in association with Crawley Films of Ottawa. The film stars Robert Shaw and Mary Ure and was directed by Irving Kerschner.

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'CLEOPATRA' RUNNING AHEAD OF 'DAY'

Cleopatra has played 40 engagements — excluding the seven Todd-AO ones — so far in Canada and has grossed $436,989 for 20th Century-Fox, which goes well beyond the $328,359 brought in by The Longest Day in the same situations. The Longest Day, which has brought in a total rental of $810,000 so far, will come close to $1,000,000 for the company's share of the boxoffice receipts in this country. There are still hundreds of bookings to play in English-language theatres and The Longest Day will start in the French-language theatres next month, after which the 16 mm. market will be serviced.

Cleopatra has done 33.2 per cent better than The Longest Day and current engagements are running 50 per cent ahead of it, states Peter Myers, managing director for Canada of 20th Century-Fox. He foresees 20th-Fox getting a final return of between $55,000,000 and $60,000,000. "Famous Players played this picture in every one of their situations and on an overall basis I am sure it has quite a healthy profit," Myers says.

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Review

NEVER PUT IT IN WRITING

with Pat Boone, Milo O'Shea, Fidelma Murphy, Reginald Beckwith.

Allied Artists 93 Min.

FAMILY TYPE COMEDY WITH MACK SENNETT TOUCHES, DUBLIN SETTING, INTERESTING ON OWN ACCOUNT. CLEAN IN THEME AND TREATMENT.

Andrew and Virginia Stone, the producing team that has maintained a steady output of action pictures under various banners since way back when the silents learned to talk, took their cameras to Ireland for this project, signed up a competent cast of Irish players to race along with Pat Boone through a script that's a continuous chase, and turned out a comedy that generates much speed and a sufficient degree of suspense without stepping beyond the limits of that long-suffering one-time mainstay of motion pictures — which is, of course, the family audience.

Stone wrote, produced and directed the picture, with Virginia Stone functioning as supervising editor and with Henry Wolveridge as associate producer. Boone wrote the title song and sings it over the credits but not in the picture.

The picture opens with Boone, insurance executive, dropping in a mail box an angry letter to his employer who has jumped a nephew over his head into the general managership.

In a few minutes he learns the appointment of the nephew was just a first step toward electing Boone to a vice presidency and junior partnership, whereupon he dashes forthwith to the mail box in hope of retrieving his letter.

Although he is in time to intercept the postman, the postman refuses to give him the letter and this carries Boone and the story forward through a series of close calls, near misses, pursuits and escapes, masquerades and so forth, which wind up in London with the letter harmlessly diverted and destroyed.

Milo O'Shea as a friend who goes along in the chase, and Fidelma Murphy as a postal employee who loses her job in trying to intercept the letter, are steady support throughout the chase, and Reginald Beckwith, as an unprofessional and slightly alcoholic pilot of a ramshackle plane, provides a valuable element of humor in the latter stretches of the film.

CAST: Pat Boone, Milo O'Shea, Fidelma Murphy, Reginald Beckwith, Harry Brogan, Nuala Moiselle.

CREDITS: Producer, director, writer, Andrew Stone; Supervising editor, Virginia Stone; Associate producer, Henry Wolveridge; Photography, Alan McCabe.

DIRECTION: Effective.

PHOTOGRAPHY: Adequate.

(From The Film Daily, NY)

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